

# TONOPAH DAILY BONANZA

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## ADVERTISING AND BUSINESS.

Advertising and business are close partners. They are responsively sympathetic in the times of the year ago advertising was good in periods when business was good, and if there was a panic advertising slumped. Now there is less indication that business affects advertising in as great a degree as advertising affects business. In the old times merchants, for example, advertised in the local papers liberally when business was good, sports high, cash plentiful and when they felt that they could afford to spend money with the newspapers. But that era has passed.

Business men put their first-rank business judgment, some will tell you, in their advertising campaigns, for on these advertising campaigns depends the volume of their business. Competition is sharp, if business is good they advertise to keep it so and to get their own share and a little more if possible of what's doing in the trading line. If business is bad then they realize the absolute necessity for advertising for a number of good reasons. The people, they know, are then warily looking for the best places and the best prices, the business is not plentiful enough to go around with two or three liberal helpings and they resort to it to get the largest possible proportion of what there is in sight.

In the old times the business man put advertising into the business system only when he thought the system was strong enough to stand it. Nowadays he feeds his business a regular diet of advertising to keep its circulation normal. Its strength, vigorous, its growth steady, he gives it the extra treatment when he finds that a tonic or a stimulant is most required.

Business men are coming to the same view of advertising as an element, a vital, everyday, regular, steady element of business.

## GERMANY GRABS WORLD MARKETS.

Advices received by officials in Washington confirm what has already been suspected for many months—German manufacturers and exporters, aided by their government, are making marked progress toward capturing the markets of South America and sections of the far east. The low value to which the German mark fell after the war operated seriously against the Germans when it came to buying from other countries, but the result seems to have been beneficial in enabling German producers to place goods in many markets of the world at prices which cannot be met by manufacturers of other nations.

According to information received in Washington, German-made goods are replacing American merchandise in the South American countries to an extent that has become a real menace to industries of the United States seeking markets in that part of the world. Thus there is growing significance in the statement made a few months ago by a diplomat of Europe, who said the allied nations would pay indirectly the huge war obligations which have been assumed by Germany; that Germany's industrial organization, even with a depreciated currency, would meet the other nations in the open markets of the world and come out a winner.

German manufacturers may be playing a dangerous game at that, in their efforts to eliminate competition of other nations by the extension of practically unlimited credit at a time when internal financial conditions are at such a low ebb. Conditions probably will be harder for the German people, because of the inflation of prices at home, awaiting the time when foreign sales can be converted into cash.

Germany appears to have a considerable advantage in the present status of the war for world trade, if reports to this government are reliable, and there is not much that can be done about it. The manufacturers of the United States, operating under present costs, cannot compete with cheap German-made goods. The Germans may overreach themselves in the game, but in the meantime they can give some other nations a mighty uncomfortable feeling.

## VACATION TIME HERE.

The almanac having caught up with the weather, one may be pardoned if thoughts of vacation come

most strongly to the front. Such thoughts come to a man about this time of year in everybody, from the frolic urban out of school to the business and professional man whose physical body is chained to the desk while his spirit sails off to the dark, cool woods that shade the ponds where lurks the trout.

Seasoned anglers know that the trout is no old, yet new annually, the swelling of the buds on the forest trees bursting into blossoms and waves and the gradual turning of the embryonic green, barely distinguished from brown as first, into a verdant hue and finally to the deep color of complete development. The annual recurrence of this manifestation of nature seems to have a stronger influence on the boy and man than on the girl and woman. At any rate, it is the male who seems to feel more strongly the urge of the vernal season and to yearn for the open fields and the silent forests that so insistently call to him at a time when he often feels that there should be in the world no such prosaic thing as the necessity of making a living.

But vacation time does not call to the male alone, the gentler sex also being susceptible, but it is nature in a gentler guise that calls to them, bringing dreams of idyllic life by the seaside, hammocks in the shade of a moonlight on the river, made still more magical by the strains of a guitar or the sound of a tenor voice and even visions of a fairy princess. Vacation time is romance time, not for the maiden than for the youth, and it is a kindly Mother Nature that contributes so much happiness in the contemplation of what it may bring as in the fulfillment of the promises it holds forth when it calls, for there is a great deal of fun in preparation.

One occasionally hears of persons who never take a vacation and who would have others believe that a holiday is a new-fangled custom that has grown up in recent years and that it appeals only to the lazy. But the vacation is a very old institution. Ancient Rome had its seaside. Boy and man both have been of all times have set aside periods for ceasing work and enjoying the pleasures that life holds forth. It is not necessary for anyone to plead the wisdom of such a course, for nature takes care of that. It provides a season when vitality is lessened seemingly for the purpose of restoring the vigor that has waned by requiring her subjects to stop occasionally and pay worship to her alone. Some have tried to avoid payment of this tribute to her, but it is doubtful if anyone has ever done so successfully.

## OBSERVATORY AT TUCSON WILL BE MOST COMPLETE

(By Associated Press)  
 TUCSON, Ariz., July 8.—Studies of Mars and the effects of solar activity on the earth will be made at the new Steward observatory which is being installed at the University of Arizona here. Members of the university faculty say the altitude and atmosphere are particularly well adapted to astronomical research. The large telescope which will be the feature of the observatory will be shipped here from New York not later than July 30, according to Dr. R. B. von Gieseler, president of the university, who recently went east to inspect the apparatus. The six-inch perfected lens for the telescope is being shipped from Buffalo, N. Y. Officials say the observatory will be the best equipped in the southwest.

## SALVATION ARMY INN GIVEN TO ARMY MEN

(By Associated Press)  
 CAMP LEWIS, Tacoma, Wash., July 8.—United States army officers and their families here are to be given use of the Red Shield Inn, which was built by the Salvation Army here during the war at a cost of \$100,000. Recently the building was presented by the Salvation Army to the government, which has turned it over to the officers here who will operate it on a co-operative basis.

## Kathleen O'Connor



Kathleen O'Connor, formerly a telephone operator in Toledo, O., winner of a recent contest for the most beautiful telephone operator in that state, always wanted to become a "movie" actress. Her ambition was realized as if by magic, the honor and opportunity having been thrust upon her.

## "What's in a Name?"

By MILDRED MARSHALL

Facts about your name; its history; meaning; when it was derived; significance; your lucky day and lucky spell.

## ROSE.

ROSE by any other name would still be a rose, according to etymologists. The fortunate possessor of one of the most popular flower names has a charmingly fragrant origin. It seems that all countries and languages agree in expressing a rose by its color. Even the Syrian name for the slender rose laurel is rosyon. Greece produced a Rhoda, which has since come to be a modern name of wide vogue. The first feminine names to be connected with the fragrant flower called a rose were Rosalia and Rosina, which, curiously enough, are said to come from the French and Latin of roses, meaning fame, rather than from the flower. England's most famous Rosalia was the wife of Gilbert de Gaunt. There were many Rosalins among the De Bolins and the Veres and the wife of Fulbert de Dover in the reign of Henry II was so called.

Isabella adopted the English form, and changed it to Rose, whereupon it found vogue in all classes and is still one of the most popular peasant names. Germany took it and made from it the diminutives, Rosi and Roschen. Rosina is a lyric form found only in Peru, but is none the less charming. Our own whim of Latinizing our short feminine names, following the Spanish-American war, has made Rosita almost equivalent to Rose, certainly every Rose has a right to call herself Rosita if she so fancies.

Everyone is familiar with the Rose of Tennessee's "Gardener's Daughter".

Who has not heard of Rose, the Gardener's daughter? Where was she? So many in memory, be old at heart. At such a distance from his youth in grief, that, having seen, forgot? The common mouth. So cross to express delight, in praise of her. (Grew oratory. Such a lord is Love. And beauty such a mistress of the world. The roses are in bloom, the fountains stone. It inspires a bold heart and freedom from danger. If worn as an amulet. Tuesday is Rose's lucky day and 2 her lucky number. The wild rose is her flower.

(Copyright)  
 Smallest State in the World.  
 There are several very small states tucked away in one part of the world or another, but the tiniest of them all is Tuvalu, a small island north of Skilly and south of Cape Fagari, which has a population of 50 persons. Its government is very simple, but the residents maintain a representative at Rome.



Young Leeds, it is announced, will be made a Greek prince following his marriage to a Greek princess, which, we say, is a wedding gift of dubious worth.

## THE ROMANCE OF WORDS

### "GROG."

AT FIRST glance there would appear to be little connection between the word "grog," applied to heavy silks and ribbons, and "grog," the sailor's slang for drink. But both of them were connected with Admiral Edward Vernon of the British navy, the man who gained fame for the capture of Porto Bello during the war with Spain in 1759 and for whom Mount Vernon, the home of Washington, was named.

To the men of the British navy, however, he owes his greatest fame to the fact that he was the first to order rum and water served to the men of his squadron, beginning this practice on board his own ship, the Burford. Previous to this time, the admiral had acquired the name of "Old Grog," from his habit of strolling along the quarter-deck in a "groggram" cloak—"groggram" being the British sailor's corruption of the term "grog-grain." Because of the nickname of the man who originated the serving of rum in the navy, the drink was called "grog"—and "grog" it is, to this day.

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## THE RIGHT THING AT THE RIGHT TIME

By MARY MARSHALL DUFFIE

## WHEN HE DRINKS TEA.

IN THE minds of a good many young men afternoon tea drinking is essentially a feminine pastime and the young man who is versed in the gente ceremony is by these looked upon as a Miss Nancy sort of person. But many of our soldiers who had been in England came home with quite a taste for the cup that cheers but does not inebriate, and before long tea will be quite the most stimulating beverage that any one can get, anyway. The prediction is made that the custom of tea drinking in the afternoon—already as popular among men as women in England—will become much more general among all classes of Americans. The large hotels are preparing to see many more men in their tea rooms. So the up-to-the-minute young man had better become fairly expert in the gentle art of drinking tea.

The idea used to be that when one drank tea in the afternoon one must hold one's cup and saucer deftly in the left hand. It was considered quite incorrect to let it rest on a conveniently placed table or stand. But now, although we certainly do not sit at a table when we drink tea in our homes, we do not spurn the assistance of the little individual stands that come in sets of five or six and form a "nest" when not in use. At hotels and "tea rooms," however, one takes afternoon tea from a table just as one takes any other meal.

Now, of course, one is not supposed to "make a meal of it" at afternoon tea. If toast and cakes are served, a couple of small pieces of toast and one or two cakes should be sufficient. It is unusual to serve anything more than toast or little cakes or sweet crackers, with sometimes candies, or jam with the toast. When jam is served, it is usually placed in small portions on a bit of toast. When jam is served, of course a plate must be used. Otherwise the cake or biscuit is very often simply placed on the saucer.

(Copyright.)

Spilled Ink.  
 A mixture of salt and milk will entirely remove spilled ink from a carpet if it is applied at once. The milk should first be poured over the ink, when it will float to the fatty surface, then soak up as much as possible with an old sponge or piece of soft rag. The stain should next be rubbed in a circle with salt dampened with a little milk until it cannot be seen. As soon as the rag is soiled it should be renewed.

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